



STEP 2: STUDENT RECRUITMENT

Promotion and Recruiting Students for OneLink Projects

The second step in the OneLink Project Cycle is to promote your overseas project(s) to your college students and to recruit individuals to this opportunity.

Recruitment Tips:

- **Plan & Begin Early**
 - Sit down and make a plan for how you will promote and when during the fall semester, and spring semester for next year. You could devote September and/or October to recruitment and schedule promotion throughout.
- **Ask for Advice & Input**
 - Many campus ministries, as well as OneLink, have been sending student teams for years and have excellent insight on what works effectively. Ask the OneLink office to connect you and/or talk with someone who does it well!
- **Cast Vision**
 - **The most important thing you can do for your students is to thoroughly explain and cast vision for what the Bible says about God's heart for the nations** and the Great Commission. Scheduling entire large group meetings, or a month of meetings, to explain this scriptural mandate is not only about students going overseas for one summer, but about a lifetime surrendered to a Kingdom-minded vision.
 - Specific Information about the project or projects students will be joining is very helpful, to give them a specific idea of what they could be a part of.
 - Having someone speak to students who has been there before, for instance the overseas partners themselves, or someone who has been through the OneLink process before can be very helpful to cast vision to students.
- **Use Promotional Material**

The more information students have and in varying ways will aid you in this process.

 - Create (or ask OneLink for) promotional social media material or material you can use in your large group meetings, which you can schedule to post. . You can just add reminders for students to apply and talk with you if they have questions.
 - Showing videos are an excellent way to get students interested. Ask OneLink for some, or check out the IMB's excellent resources:
<https://www.imb.org/students/student-leader-resources/>

- **Personal Recruitment is Key**

- We cannot overemphasize the importance of personally inviting and encouraging your students to apply. Listen to and answer their concerns and questions and challenge them to pray through the opportunity. Scheduling and promoting 'info meetings' can also give students the opportunity to learn more. You can hand out packets or info pages to answer student's questions.

Helping Students Overcome Barriers to Applying

Giving a whole summer to an overseas project is a big commitment and huge undertaking. To students, that big of a commitment and undertaking can be daunting. How do you get students to overcome the first barrier of completing an application? Here are a few insights that may help you move students into action and apply for a project.

Encourage applying to be part of the student's decision process.

Students may have a misconception that completing an application means that they are giving their definite 'yes' to going overseas. However, applying does not mean they are saying "yes." That comes later. In fact, the application process could be the next door the Lord opens or closes.

Understanding the process.

The actual saying "yes" comes after the selection process and they are notified that they have been accepted for the project. Upon receiving this notification the student has the option to decline the position or accept the position by agreeing to the OneLink Partnership Agreement and paying their partnership fee. This would be their official "yes."

The fear of rejection.

We understand this is a legitimate fear and we approach each declined applicant with careful tact so the spirit of the student is not crushed but encouraged. This is not stating that "you are disqualified to be a missionary or are a horrible Christian." Rather it is more of an expression that "an overseas project may not be the best thing for you right now". We are always available to give feedback to an applicant who was not accepted to participate in a project.

The cost of the application fee.

The application fee is \$25 and to a student that may be a lot. But they have the opportunity to receive honest feedback in their life, hear areas in which they can grow and be directed to resources. We offer this to all who apply, as we have the unique view into the student's life.

The goal is to shift the student's perspective so that they see completing the application as a part of the process and not their final word in going. The application process could be a tool the Lord uses to shed light into areas of the applicant's life that are in need of growth. The OneLink Staff is honored to be part of that process and treat each application with care.